

# "The Chalice In The Hills"

By WARNER VAN VALKENBURG

Dedicated to the men and women who, year after year, loyally put their shoulders to the wheel, in an earnest desire to SERVE, thereby making the Symphony Concerts in the Hollywood Bowl the tremendous success that they are.

> Night has fallen on the hills, Shadows lengthen, day has passed, The stars of God, in myriad, gleam-The moon, with silvered light a-beam— Weave a spell and hold me fast.

Around about there sits a host, Breathless, silent, every soul. Each has come to drink anew From this fount beneath the blue, Nectar, from the woodland Bowl.

Now there comes a symphony With its whispering strings of gold, A waltz caprice, an overture, Music gay and music dour, Ah, Muse! My throbbing heart enfold. Oh, Fire Divine! Thou Priceless Art! Let fall thy sparks in glowing showers. Here, Vision comes with flames that scorch, Here, latent Genius lights its torch, That only God on High endowers.

And when the baton low is cast, A mockingbird from yonder glade, Nestling in a yucca tree, Pipes a mocking melody-And sings, and sings on, unafraid.

The music o'er, the evening hushed, My gaze turns upward, leaps, and flies-What matters now the ills of Life? The cares of earth? Or daily strife? My soul is there—beyond the skies.

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Harriett B. Craig

# The Future of Hollywood Bowl

By RAYMOND BRITE

O-NIGHT as you sit in the "new" Hollywood Bowl, a much larger and a vastly more comfortable Bowl spreads out on the hillsides around you. As you gaze over the serried banks of the now-uniform seats, perhaps your memory goes back to other evenings at the "Symphonies Under the Stars"—evenings when you sat on the rickety, rough benches, uncomfortable, no doubt, but happy to be here just the same, worshipping with this friendly throng at the shrine of the masters.

You recall times when you wended your way up the uneven, dusty path, dignified by the term "Center Aisle," perhaps to meet your friends at that favorite rendezvous, the tree, that stood as a lone sentinel about three-quarters of the way up the hill. Now the toppling wooden benches are gone. The tree has passed into the realm of memory, although its branches have been saved from which a conductor's chair is to be fashioned for use back-stage. You delve still farther into the past and recall the days of the penny banks, the community Christmas tree, the Easter dawns, the Bowl dinners, the hectic days of the "drives," etc.

These memories are all sentiment, yes. But it is the sentiment of neighborly love, of devotion to ideals, of a hunger for beauty by the people—the sort of sentiment from which all art movements should spring if

they are to endure—an answer to a call and a need; only partly the result of wealthy patronage, and never the selfish ends of a club or a clique.

### Magnificent Garden Theatre

You now behold around you the completed first \$150,000.00 unit of the one million dollar improvement plan for the development of the entire Bowl property—a section of sixty acres, bounded by the rim of the hills that encircle you. The completion of these plans will convert Hollywood Bowl into a magnificent garden theatre, the largest and most beautiful natural amphitheatre in the world. The first unit you see to-night is but a beginning and can give only a faint promise of the entire plan, the

fruit of the efforts of seventy of the leading architects of Los Angeles who make up the Allied Architects' Association. It is their intention to subordinate all architectural features, or eliminate them entirely, and to enhance the sylvan beauties of the hillsides through landscaping and planting. Two or three years will be needed for the permanent landscaping and planting, and most careful thought is being given to this problem in order not to formalize the Bowl too much, but merely to refine

and order is natural beauties—to tie them in gracefully to the rugged grandeur of the surrounding hills.

The possibilities for the future artistic use of this "Chalice in the Hills" stagger the imagination! For four glorious summers, the Bowl has been a veritable temple of music, the most unique musical enterprise in the world! The Summer Concerts have marked an epoch in the history of music in America, and without doubt they will continue to occupy, with ever-enlarging scope, their place of pre-eminence among the world's outstanding musical activities. The concerts, however, occupy the Bowl but thirty-one nights in summer, and in this land of gentle weather, there are a hundred and one additional nights, and, of course, many days, when this magnificent amphitheatre should be put to some good artistic use. Now the entire Bowl property must be developed

The Old Bowl and that Favorite Rendezvous, The Tree

to foster artistic enterprises of every kind.

#### A Laboratory for All the Arts

The group of practical idealists who founded Hollywood Bowl dreamed of a day when this blessed place should become the center of all the arts: music, literature, drama, dancing, pageantry, architecture, sculpture, painting, designing, lighting, costuming, and crafts of all kinds. Recognizing that all true beauty is God-like, they looked to "the combination of physical, mental and spiritual beauty, which has characterized the works of the supreme artists of all times, and which, while satisfying the physical eye and ear, would not leave out of account the subtler senses of the mind and heart." The Bowl



As Audience Will See New Verdure Stage, Rising 465 Feet Into the Hills

should be a laboratory of art, in which talent and artistic promise should find every encouragement and chance for development. Through competition, through exhibitions in music, in drama, in the dance and other forms of art, the youth of the community, and people from all walks of life, should be able to find expression here. Where, perhaps, in the old Grecian manner, we can crown the victors with the laurel wreath; where in time the youth of the land will be just as much interested in getting out to hear a symphony, a beautiful poem read, or a wonderful oration, as they now rush for a football game. In this way, shall we train for civilization. Through such competition and exhibitions of beautiful things in music, the drama, pageantry, arts and crafts, perhaps pottery making, weaving, architecture, etc., we shall train up many workers who can then help to put on a master production. We should do what the early Greeks and the Moscow Art Theatre have done.

In music we can have competitions among high school orchestras, and the orchestra which plays the best shall win a prize, and from the best musicians we may make a Class A orchestra that can be developed into a symphony orchestra. As the folk singing in Germany produced a Beethoven, so perhaps in the future development of the infinite possibilities among our boys and girls, we, too, may produce a Beethoven, a Michael Angelo, a Phidias.

#### Challenge to the Community

A note of challenge to all of us in this community was sounded by Arthur S. Bent, President of the Los Angeles Chamber of Commerce, in his inaugural address. Mr. Bent has long been known as a champion of culture, and it is a most promising sign when an official of his standing departs from the usual realm of dollars and cents and dwells on the more lasting values of art and beauty. He said in part:

"I am asking you to pass by the more obvious and time-honored topics, our harbor and factories, payrolls, population, and consider a less tangible, but not less important phase of our future . . .

"Does Art find here its most congenial atmosphere? Certainly it should. Great artists are in our midst. How much in our community do we encourage them?

"Sculptors of international fame are quietly working here . . . let us show our pride in their genius. . .

"We are winning some recognition as a musical com-

munity, but this is due to the tireless devotion of just a handful of people . . .

"The best four-fifths of life lies in the field of art and imagination. . . Life without art would be sordid. When you think of it, about the only dividends of which we may not be robbed by time and chance are those we get out of fitting ourselves to appreciate beauty and art, those things which have the power to satisfy definite needs of humanity.

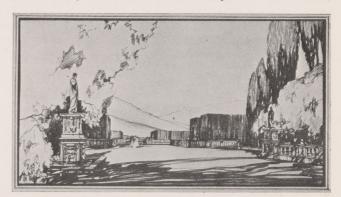
"There is such a thing as fatty degeneration of the soul.

"Now the longing for real culture is springing here, for finer homes and music and pictures and churches and colleges and little theatres, for eisteddfods and botanical gardens and Mission Plays and Hollywood Bowls and beaches for the people; for art galleries and parks and playgrounds and alluring streets."

#### Located in Motion Picture Capital

The Bowl is uniquely situated for the development of all beautiful things for many reasons. One of these is that we live in the motion picture capital of the world. Here we have at our command a great number of artists in every field. And then because of the lure of climate and marvelous natural setting, great painters, sculptors, writers, and craftsmen come to Southern California to live. They are all at our beck and call. Others are com-The magic of the word Hollywood permeates to every quarter of the world. It has a significance of its own that is unique. As we in the past have mentioned Athens, so we shall in the future speak of Hollywood. With every natural resource—the mountains, the valleys, the desert, the ocean, the islands, the city-all within a veritable stone's throw-and with a wealth of intellect and culture here, we are a huge young giant of material strength and spiritual beauty, just awakening to marvels of self-expression hitherto undreamed of!

But how is this to be done? Just the way the Summer Concerts have been done—through YOUR participation. Hollywood Bowl belongs to you—the people. As you have struggled, worked, and sacrificed just to enjoy music, so will you put your shoulder to the wheel and make it possible to have the manifestation of all beauty in Hollywood Bowl for your enjoyment. We can never be grateful enough to the appreciative and far-seeing County Board of Supervisors for their magnificent gift of \$100,000 which made it possible for us to begin our improvement plan. But that amount is just one-tenth of the



Looking Across the Verdure Stage

total sum needed to complete the Allied Architects' plans. There is a wide opportunity for all, from those who can give only modest sums, to those more greatly blessed with worldly goods, to whom we shall have to look for the establishment of the larger milestones in the artistic progress of Hollywood Bowl.

The seats you sit in to-night have cost a great deal of money. By contributing \$15 to the Bench Fund, you can help defray their cost and have a small bronze plaque placed on one of the benches, incribed with your name, to the memory of a loved one, or just as you like. In times to come, this wonderful site will be dotted with glorious temples of beauty. People will present things to Hollywood Bowl in honor of dear ones gone or living, or to some idea—a series of marvelous memorials all used for beauty.

We dream of a magnificent pipe organ in Hollywood Bowl; of twilight organ recitals. We dream of a community indoor theatre, to house the more intimate dramatic productions, chamber music, lectures, etc.—a beautiful art gallery for the display of painting, sculpture and the crafts; of a library of rich and rare volumes; of a reading room; of executive offices; work-shops and ataliers for craftsmen; gardens; rest-rooms; endowments for the development of talent and the encouragement of genius; and so on ad infinitum.

#### Keep Art and Beauty Democratic

The avenues of usefulness and beauty of Hollywood Bowl are forever widening! These are your opportunities for continued participation; your chance to share the responsibility of keeping art and beauty democratic. Not everyone can give a pipe organ or build an art gallery, but if you are in sympathy with these ideals, we should like to invite you to become a member of the Hollywood Bowl Association. By the payment of a mem-



Detail of the "Grand Promenade"

bership fee of one dollar and annual dues of five dollars, you may become an Active Member, and by so doing make your first gesture of belief in the things for which the Association is striving. Upon the payment of one hundred dollars you may become a Life Member, and no further dues are required.

Foundation Memberships are automatically available upon application to all those persons who contributed \$1.00 or more to the previous organization known as the Community Park and Art Association, and it is hoped that all who have not yet applied for membership in the Bowl Association will do so at this time. Foundation Members are not required to pay a membership fee or annual dues.

As one of your greatest joys in the Summer Concerts has been your sharing in them, your privilege to sit here and marvel at their beauty and murmur, "I helped do this," so help once more that you may share the delight of still greater achievement, and be able to say again, "I helped do this."

HOLLYWOOD BOWL ASSOCIATION, Guaranty Building, Hollywood, California.

Because I am a lover of beauty and art in all its forms, and because I believe in the avowed purpose of the Hollywood Bowl Association to enhance the ethical powers of music and all the arts as great spiritual forces by developing a devotional spirit in connection therewith and fostering the idealism of those who consecrate themselves thereto, I hereby apply for FOUNDATION, ACTIVE or LIFE (cross out one) Membership in the Hollywood Bowl Association, and send herewith my remittance in the amount of \$6.00 or \$100.00 (cross out one), membership fee and annual dues for the current year. No fees required for Foundation Memberships.

	Date	
Name		
Street		
City		
	Telephone	



WALTER HENRY ROTHWELL



MODEST ALTSCHULER



PIETRO CIMINI



ADOLF TANDLER

# PROGRAM

DEDICATORY, BENEFIT OPENING

# HOLLYWOOD BOWL

JUNE 22, 1926, 8:30 P. M.

I.

HOLLYWOOD BOWL SYMPHONY ORCHESTRA . . . . Walter Henry Rothwell, Conducting

Pomp and Circumstance March—Sir Edward Elgar

II.

DEDICATORY ADDRESS . . . . . . . . His Excellency, Governor Friend William Richardson

III.

HOLLYWOOD BOWL SYMPHONY ORCHESTRA . . . . . . . Adolf Tandler, Conducting

Piano Concerto in E Flat Major—Wolfgang Amandeus Mozart

Allegro (First Movement)

Soloists, Louise and Joana Leschin (Age 8 and 13 Years Respectively)

(Steinway Pianos used)

IV.

MARCELLA CRAFT, Soprano
Gayle Moseley at the Piano

Ah, fors' e lui and Sempre libera—"Traviata"—Giuseppe Verdi

 $\mathbf{V}$ .

HOLLYWOOD BOWL PIANO ENSEMBLE (24 Pianos) . . . . . Adolf Tandler, Conducting
Abby De Avirett, Executive Organizer

Marche Militaire—Schubert-Taussig

To a Water Lily—Edward MacDowell

(A. B. Chase, Chickering, Knabe, Mason-Hamlin and Sohmer Pianos Used)

#### INTERMISSION

Continued on Page 11



11—Rosa Ponselle thrills wood Bowl, 1923.

7—A community Christmas tree, 1921.





MARCELLA CRAFT SOPRANO



JOANA and LOUISE LESCHIN PIANISTS



LEONIDA CORONI BARITONE



ABBY DeAVIRETT



FRIEND WILLIAM RICHARDSON GOVENOR OF CALIFORNIA DEDICATORY SPEAKER





ERNEST BELCHER

HOLLYWOOD BOWL SYMPHONY ORCHESTRA . . . . . Modest Altschuler, Conducting Overture, Romeo and Juliet—Peter Iljitch Tschaikowsky

VII.

LEONIDA CORONI, Baritone
William Tyroler at the Piano
Vision Fugitive—"Herodiade"—Jules Massenet
Marechiare (The Moon Rises Over Marechiare)—Francesco Paolo Tosti

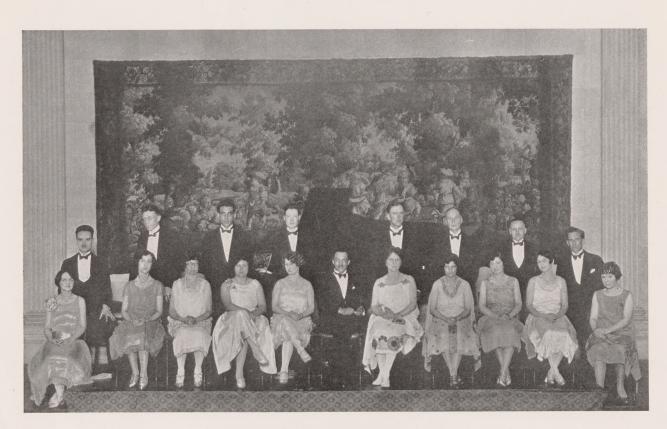
VIII.

HOLLYWOOD BOWL SYMPHONY ORCHESTRA . . . . . . . . Pietro Cimini, Conducting Prelude, Die Meistersinger—Richard Wagner

IX.



A Bowl Nook



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# Phantom of the Opera Ballet



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John Griffith Harvey Karels Henry Mollandin William Walsh

Dorothy Weigel Teddy Winslow

Helene Varicle

Marcella Webb

All dancers in ballet trained exclusively by Ernest Belcher

HE following-named loyal friends of Hollywood Bowl have contributed to the Bench Fund, which is to be ■ used to help defray the cost of the new seats. The generosity and interest of these friends will mean comfort and lasting joy to thousands of unknown music-lovers throughout the future years. The Bowl Association regrets that, due to the great pressure necessary to complete the new seats on time, it has been impossible to place the inscribed plagues on the seats. but that will be done in the near future.

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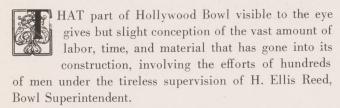
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Effie C. Waite Grandmother Wakeman Bertha R. Wetherell Miss Bertha R. Wilkins Mrs. A. V. Wolcott Louis H. Wolf Mary K. Wolfe Woodcraft League of America

# Interesting Facts About the "New" Bowl



This far-flung theatre under the heavens is now no mere hillside studded with temporary wooden benches. It has been built for the ages with Gibraltar-like foundations that will withstand the ravages of time, the elements, and hard usage. The following facts are illuminating:

Preparatory to grading, constructing the seats and stage, 236,200 engineering points were "shot" in the necessary surveying.

In order to make the Bowl symmetrically perfect and to prepare for stage construction, a veritable mountain of earth had to be excavated. 36,000 yards of dirt were moved, 8,000 yards of which were moved by hand. 4,000 sticks of dynamite and 100 kegs of black powder were consumed in blasting.

Inside the perimeter wall, there are three acres of seats—seats built for years to come on enduring substructures of concrete and steel, most of which is entirely concealed underground. 280,000 pounds of steel and

2,100 yards of concrete were used, excluding the stage. 115,000 feet of board were used in forms, scaffolding, and runways. The underground foundations for the seats are composed of 6,890 feet of concrete girders, 18x24 inches and 12x22 inches in dimension, and 27,000 feet of stringers 6x19 inches and 8x19 inches.

The amount of material used in the seats themselves is staggering. There are 35,527 feet of assembled seat bottoms 16 inches wide; 143,548 feet of seat back lumber, and 1,946 seat ends. 26,898 galvanized lag screws, bolts, and nuts were used in seat assembling, together with 149,184 brass screws for fastening backs—and one minute was consumed in setting each screw!

There are 2,232 feet of 8-inch and 2,986 feet of 4-inch concrete walls used in aisle divisions and surrounding the seat area.

The stupendous concrete stage is 138 feet wide and 90 feet deep, and covers a huge area beneath used for dressing rooms, Green Room, storage facilities, etc. 10,000 tons of concrete and 40 tons of steel were used in its construction. The Verdure Stage of the future will be 150 feet wide, and will extend 465 feet back into the hills in a series of gently-rising, gardened terraces, thus constituting it the largest stage in the world, in the world's most magnificent outdoor theatre.

# APPRECIATION

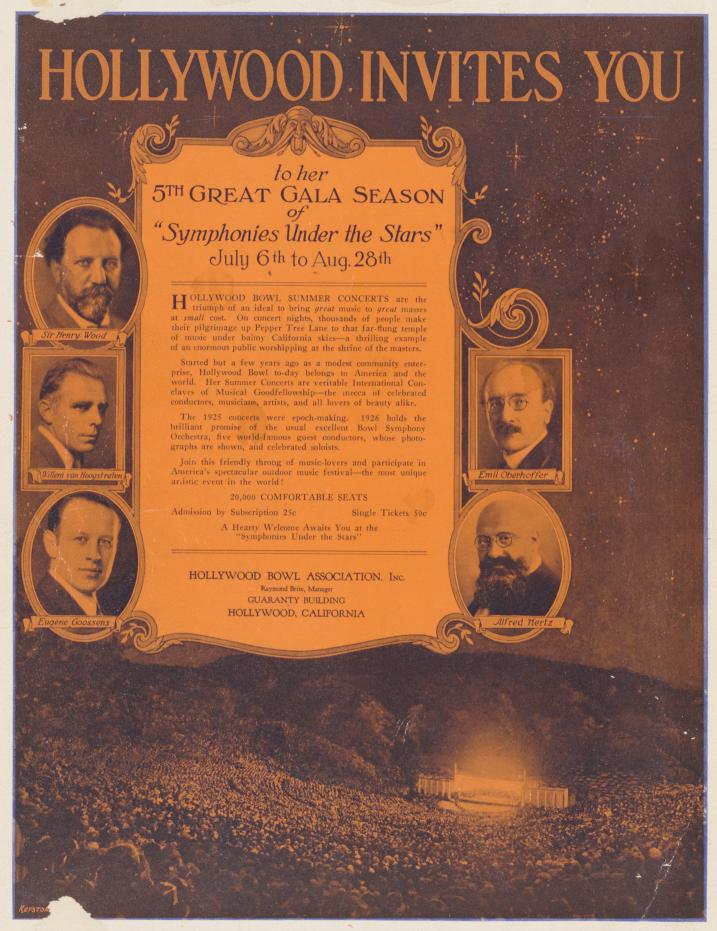


UST as the success of all previous events in Hollywood Bowl has been due to the unstinted co-operation of individual members and business houses of the community, so has the generous and unselfish assistance of Bowl friends made this Dedicatory Opening Festival a possibility.

All participants in this epoch-marking program have given of their time and artistic services without one penny of remuneration, in order that all proceeds might be devoted toward the \$1,000,000 permanent improvement plan, which is to make Hollywood Bowl the largest and most beautiful outdoor theatre in the world.

Other than those whose names appear in this program, the management of Hollywood Bowl wishes to express its gratitude to every member of the Hollywood Bowl Symphony Orchestra; to Foster and Kleiser for outdoor advertising; to Otto K. Olesen for lights; to the Wiley B. Allen Co., Barker Brothers, Geo. J. Birkel Co., Fitzgerald Music Co., Platt Music Co., and Southern California Music Co. for pianos used; to E. B. Lefferts and the Public Safety Department of the Automobile Club of Southern California, and Miller McClintock and the City Traffic Commission for counsel in traffic problems; to Franz Geritz for program cover design; to the Pacific Electric Railway for generous use of car banners; to Gilbert Beesemyer and the Guaranty Building and Loan Association for executive offices; and the Press of Los Angeles, Hollywood and Southern California for their generous publicity.





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